INTEREST IN PURCHASING PM BLUES

(Ad/Pack)

	"DEFINITELY WILL BUY"			
	Kool Smokers	Salem Smokers	Newport Smokers	*Total Smokers
	%	%	%	%
Blue Pack with reflective circle	30	27	23	27
Green Pack with reflective circle	24	27	21	24
White/Green Stripes Pack	25	20	22	22

* = Market Weighted Average

2045612891

Source: https://www.industrydocuments.ucsf.edu/docs/mqjj0004